

Dermatology

in practice



According to the British Skin Foundation, approximately eight million people in the UK currently live with a skin disease. Skin disorders are not only the main reason we visit our GP, but are also commonly associated with other diseases, e.g. psoriasis is associated with psoriatic arthritis, inflammatory bowel disease, cardiovascular disease, metabolic syndrome and depression.

Skin diseases encompass a wide variety and great number of conditions, from acne to melanomas. Furthermore, their effects can go beyond physical symptoms, with many patients suffering from psychosocial issues, such as body image problems, anxiety and depression.

Launched in 1989, ***Dermatology in practice*** is the UK's longest-running review-based journal dedicated to dermatology. The journal publishes a broad array of articles covering all aspects of skin disease, including – but not limited to – therapeutic developments, clinical articles; from diagnosis to management, practical guides and case studies. These, together with other regular features, such as society columns, patient information and opinion pieces, make *Dermatology in practice* a comprehensive and must-read source of information for all professionals involved in the diagnosis, treatment and management of skin disease. All content is reviewed by our expert editorial board, comprising highly-regarded individuals from across the discipline.

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SECTIONS / REGULAR FEATURES

Dermatology in practice
contains the following regular features:

■ Editorial comment

■ Columns from British Skin Foundation, Changing Faces, Primary Care Dermatology Society and The Psoriasis Shout Out, from Manchester Centre of Dermatology Research

■ Monk's moments

■ The types of articles published include case studies, clinical management, diagnosis, guideline updates, meeting reports, service design and sponsored articles

■ The therapy areas covered include acne, eczema, skin cancer and psoriasis plus techniques used in clinical practice, e.g. dermoscopy

DISTRIBUTION AND CIRCULATION

A key aspect of successful marketing and advertising campaigns is high quality, precise targeting of readers and end users. Print copies of each issue of *Dermatology in practice* are distributed to ~ 6,000 key names in dermatology; from nurses and pharmacists to GPs with a special interest in dermatology, consultant dermatologists, clinical and medical directors, and directors of dermatology services, including requesters.

GEOGRAPHICAL DISTRIBUTION

The below map pin points some of the most popular hospital sites *Dermatology in practice* is mailed to. In addition to hospital dermatology departments, *Dermatology in practice* is also mailed to specialist units and centres, GP surgeries, charities and foundations and regional purchasing organisations and clinical commissioning groups.



READER PROFILE

Our readers perform a variety of job roles and functions within the discipline; from nursing to surgery, nutrition to commissioning, the circulation of the journal has been specifically designed to have the broadest impact on patient care and decision-making.

DISTRIBUTION

Dermatology in practice is mailed to named recipients within the UK's healthcare centres. After internal distribution, *Dermatology in practice* will be read by over 20,000 dermatology specialists, many of whom are key opinion leaders and decision makers, with responsibility and influence for the implementation of healthcare strategies both regionally and nationally.

Dermatology in practice is distributed to many roles within dermatology, including the following job titles:

- Associate specialist
- Clinical Commissioning Groups member
- Clinical director
- Clinical lead
- Clinical nurse specialist
- Committee member
- Community nurse manager
- Consultant
- District nurse
- General practitioner
- GP with extended roles
- Healthcare assistant
- Hospital nurse
- Hospital practitioner
- Lecturer
- Medical director
- Medical officer
- Nurse practitioner
- Pharmacist
- Prescribing lead
- Public health specialist
- Specialist registrar
- Staff grade
- Tissue viability nurse

PRINT ADVERTISING

POSITION	PRICE PER ADVERTISEMENT			
	x1	x2	x3	x4
DISCOUNT		5%	10%	12.5%
Whole page	£2,050	£1,948	£1,845	£1,794
Outside back cover (OBC)	£2,400	£2,280	£2,160	£2,100
Inside Front cover (IFC)	£2,400	£2,280	£2,160	£2,100
Double page spread (DPS)	£3,770	£3,582	£3,393	£3,299
Half page	£1,230	£1,169	£1,107	£1,077
Third of a page	£820	£779	£738	£718
Quarter page	£615	£585	£554	£539
Belly band	£1,250	–	–	–
Spread marker	£1,875	–	–	–

BOOKING AND COPY DEADLINES FOR 2019

ISSUE	SPRING	SUMMER	AUTUMN	WINTER
Booking deadline	25 Jan 19	12 Apr 19	5 Jul 19	27 Sep 19
Ad copy deadline	1 Mar 19	24 May 19	29 Aug 19	8 Nov 19
Reproduction	End of Mar 19	End of June 19	End of Sept 19	Early Dec 19

MECHANICAL REQUIREMENTS FOR PRINT ADVERTISEMENTS

POSITION	TRIM SIZE
Whole page	297mm x 210mm
Outside back cover (OBC)	297mm x 210mm
Inside Front cover (IFC)	297mm x 210mm
Double page spread (DPS)	297mm x 420mm
Half page (landscape)	148mm x 210mm
Half page (portrait)	297mm x 105mm
Third of a page (landscape)	99mm x 210mm
Third of a page (portrait)	297mm x 70mm
Quarter page (portrait)	148mm x 105mm

ALL ARTWORK TO BE SUPPLIED AS PRESS-READY PDF WITH 3mm BLEED ON ALL EDGES. IF THE PI APPEARS ON THE FACING PAGE THE TRIM SIZE IS 297mm x 88.5mm. WHEN ADVERT IS A DPS, PLEASE SUPPLY AS TWO SEPARATE PAGES



SPREAD MARKER (example flat artwork)

ADDITIONAL OPPORTUNITIES

SPONSORSHIP

Journal and/or website, full details provided on the following page

PRINT INSERTS

Separate content/advertisement piece which is mailed alongside the journal issue to the full distribution list. Content sizing ranges from A6 to A4.

SPONSORED ARTICLES/ADVERTORIALS

Content/advertisement piece which styled like a *Dermatology in practice* article featured within the journal. The content can be provided by the client or developed by Hayward, and must be declared as sponsored by the client. It will reach the full journal distribution list. Content length is a minimum of one printed page.

SUPPLEMENTS/SPECIAL ISSUES

Standalone content which can resemble the *Dermatology in practice* style or can be tailored to a client's preferences. It can be mailed with a journal issue to the full readership or independently. The independently mailed piece provides the opportunity to tailor the distribution list to align with target market, allowing the client to meet their marketing and budgetary needs. The content can be provided by the client or developed by Hayward. Content length is from four A4 printed pages and would progress up in multiples of four (e.g. 4, 8, 12, 16, 20 etc.).

For costs and any additional information, please contact vicki.hornsey@hayward.co.uk

ONLINE ADVERTISING

Dermatology in practice has a new website for 2019. In addition to our print format, *Dermatology in practice* is available electronically; in PDF and HTML5. If you place an advertisement in our print journal, your ad will also appear in the various electronic formats. Adverts can also be sent out regularly to our subscribers through our email marketing campaigns.

Our approach guarantees that your advertisement will be seen by a specialist audience, with a confirmed interest in dermatology, at regular times throughout the year.

POSITION	SIZE	PRICE
Leader board	1170 x 150 px	£600 (per month)
Skyscraper	150 x 560 px	£300 (per month)
Table of contents e-alert	600 x 170 px	£250 (per e-alert)
Bespoke emails	—	From £1,150 (per email)
Carousel	—	£250 (per month)
Supporter's page*	—	£125 (per month)**

*includes a logo and company biography on our dedicated supporters webpage

**discount for multiple bookings



DIGITAL OPPORTUNITIES

TABLE OF CONTENTS E-ALERT

Once the new issue of *Dermatology in practice* has been published online, an email alert is sent to the full list of requesters to the alert. The alert follows the journal style and details each of the article titles included in the issue, alongside a brief abstract and the named authors, and is signed off by the journal's dedicated Editor.

This provides the opportunity for a client to advertise within a banner advert space at the top of the alert, ensuring maximum exposure.

BESPOKE EMAIL

Content/advertisement piece which can be sent to the full list of requesters, or a list specifically tailored to meet the needs of the client. The content can be provided by the client or developed by Hayward. There is freedom on the subject of the content e.g. therapy areas, treatments or a specific drug.

There is also freedom in the format of the content; it could be text, images or a mixture of both. There is also opportunity to make text or images clickable to external websites.

SPONSORSHIP

Bespoke sponsorship packages available (both sole and co-sponsorship, print, and/or digital)

- **28-page journal, four issues per year**
- **Inclusive of all editorial, print, postage, commissioning and management fees**
- **Logo and declaration of sponsorship on front cover, and one advert per issue (product or company)**
- **Digital sponsorship**
 - Sole advertiser on website's dedicated advertising spaces (other organisations may be mentioned on 'Supporters' page)
 - Logo and declaration of sponsorship on website
- **Copies of each issue delivered to named internal recipients in addition to primary mailing**
- **Adaptation of the circulation, if required**

BENEFITS OF SPONSORSHIP

Do you want to be associated with:

- **A highly read and valued journal in the dermatology community**
- **A journal that appeals to all members of the multi-disciplinary team**
- **A journal that addresses issues across both primary and secondary care**
- **An independent, expert editorial board**
- **Practice-changing content**

Are you looking to support improvements in dermatological clinical practice and patient care? If so, then *Dermatology in practice* can help. The independently written and reviewed content is a trusted source of information for practitioners, when both looking up (searching our online archive) and keeping up (reading review-based clinical articles in our quarterly journal).

Dermatology in practice provides you with the opportunity to reach the whole multi-disciplinary team involved in the diagnosis, management and treatment of skin disease. It also gives you access to this specific and targeted audience of influencers and prescribers on a regular basis.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

The following titles are also available for sponsorship:

Myeloid & Lymphoid

DISORDERS IN PRACTICE

Myeloid & Lymphoid disorders in practice offers opinion, guidance, practical advice and updates on the latest thinking in haematological disorders and haemato-oncological disorders.

Ophthalmology

in practice

Ophthalmology in practice publishes clinical reviews, case studies, patient viewpoints, and service development and guidance updates, with a particular emphasis on training and clinical practice developed to appeal to the entire multi-disciplinary team.

Respiratory

disease in practice

Respiratory disease in practice covers all aspects of the respiratory field, from clinical management and therapeutics to commissioning, staff development, training, policy updates and guidelines, providing a trusted information source for all.

Thrombus

Thrombus is the definitive review journal dedicated to thrombosis, anticoagulation and clotting disorders.

Vaccines

IN PRACTICE

Vaccines in practice provides a broad blend of articles of interest to all those involved in immunisation and vaccinations, in both primary and secondary care.

For more information about sponsorship for any of the above titles, please contact hmc@hayward.co.uk